

# LBI Wind Farm Survey 2023

May 2023  
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# Survey Objectives

- To better understand the attitudes of participating taxpayer association (TA) members as of February 2023
- Not designed to be a general public survey and should not be viewed as representing all of LBI
- Not to be used as a referendum:
  - Does not represent all LBI residents, business owners, stakeholders
  - Results are based on a single point in time; there have been and will be changing developments which will affect attitudes

# Background

- Conducted by 9 of 11 LBI taxpayer associations
- Survey fielded from February 16-19, 2023
- Sent by each participating taxpayer association only by email directly to their members
- 1,545 total responses which yielded 1,343 completed surveys and qualified association member responses

# Statement Which Introduced the Survey to Respondents

The current Atlantic Shores Offshore Wind (ASOW) plan for a wind energy farm directly east of LBI calls for 1,000-foot-high windmills beginning from 9.5-13.5 miles off the entire 18-mile coast of LBI and extending several miles eastward further into the ocean. Offshore construction is anticipated to begin later this decade although an actual date has not been set.

Your response to the following questions and statements will help us gain a better understanding of the attitudes of our members towards the proposed wind farm.

Important: Do not take this survey if you are not a member in good standing in your taxpayer association and if you did not directly receive it in an official email from your taxpayer association. This survey and any report of the results represent copyrighted material belonging to the JCTA and its member associations and may not be used in any way by any other organization or individual. Please do not share or disseminate this survey.

# Executive Summary

- Most respondents are older and have a long relationship with LBI:
  - 95% are 50+
  - 84% have been coming to LBI for 25+ years
- Attitudes towards the wind farms are negative overall and generally consistent geographically and demographically across LBI
- For each of the supplied statements about the proposed wind farm, negative ratings of the project's impact outweighed positive ratings
- There is a significant number of people who would like to have more information

## Executive Summary

- Individuals report well-above-average knowledge of the proposed wind farm although this is often not based on having personally attended presentations or hearings
- Taxpayers associations are the most frequently cited source of information about the wind farm, followed by traditional media and SaveLBI
- Newer homeowners tend to be more negative, and are more negative than average versus homes that are rented out, and homes that have an ocean view
- However, homes with a view of the ocean tend to be no more negative than the overall sample



# Implications

- Based on the high % of people who have not attended a presentation in person, it is difficult to tell how much people are forming fact-based opinions as word-of-mouth and social media may be driving attitudes
- There is an opportunity for the taxpayer associations to do more to educate their members as more respondents cite them as a source of information about wind
- Save LBI's outreach appears to be having an effect on attitudes
- As project owners, Atlantic Shores and the Bureau of Ocean Energy Management (BOEM) have been less effective in reaching our members and could be more active
- Since this survey only represents a single point in time, it may be beneficial to re-check attitudes at some point in the future

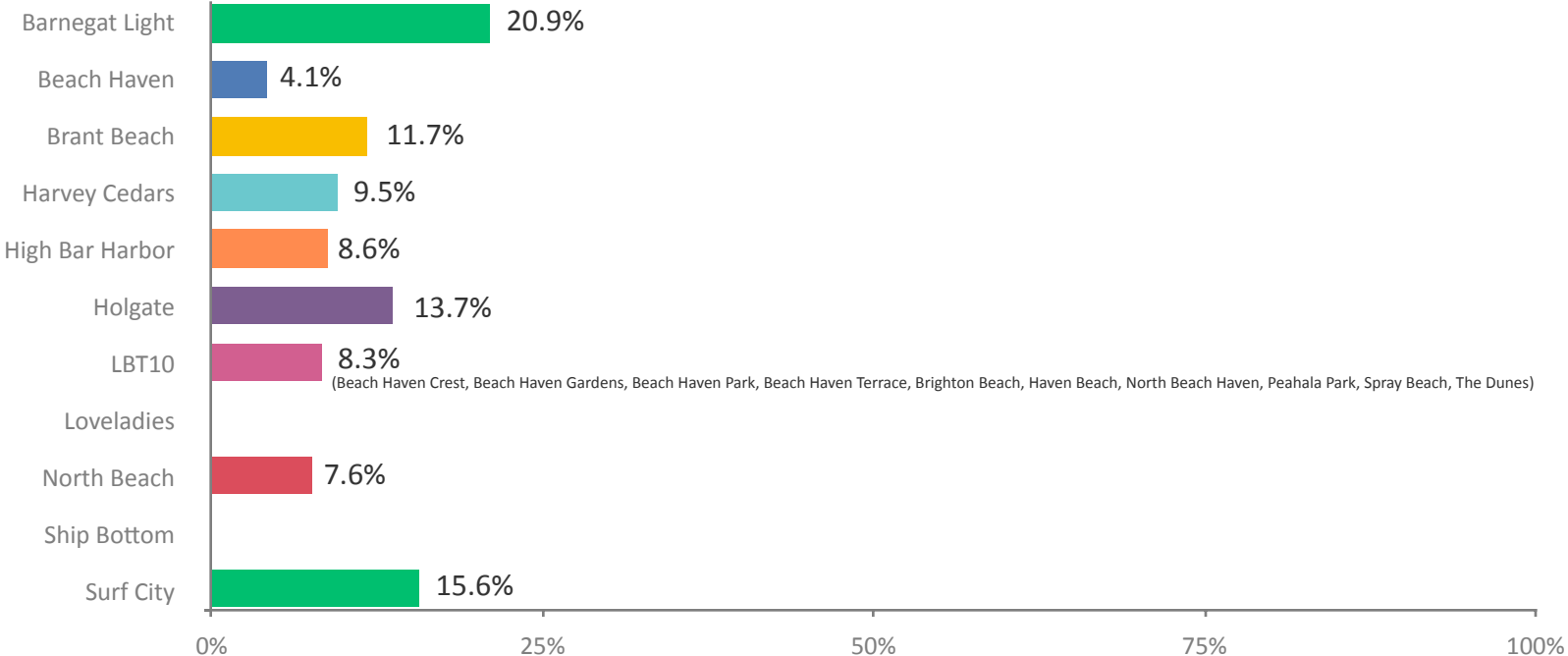
# Respondent Profiles

# 8 of 9 associations had at least 100 members respond

Answered: 1343

Q10: Please select the LBI taxpayers or property owners association of which you are a member.

- Highest number of responses from Barnegat Light, Surf City, Holgate and Brant Beach

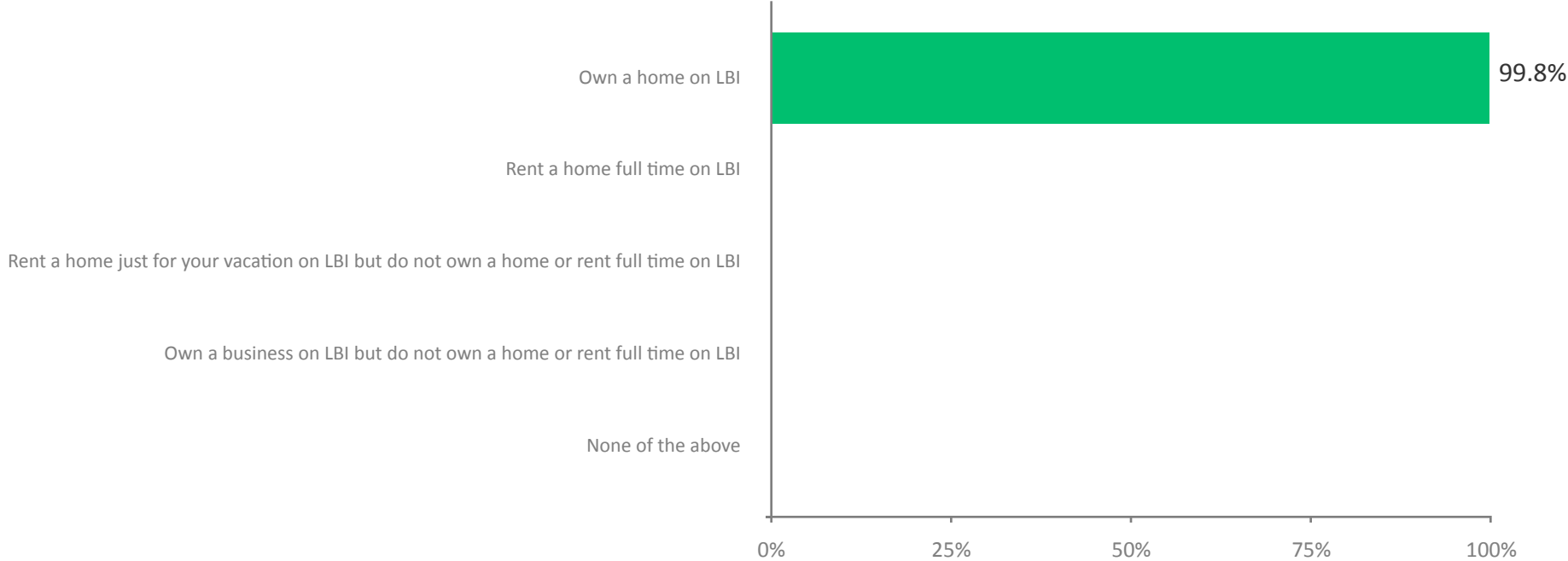


# Nearly every survey respondent is a homeowner

Answered: 1343

Q2: Do you:

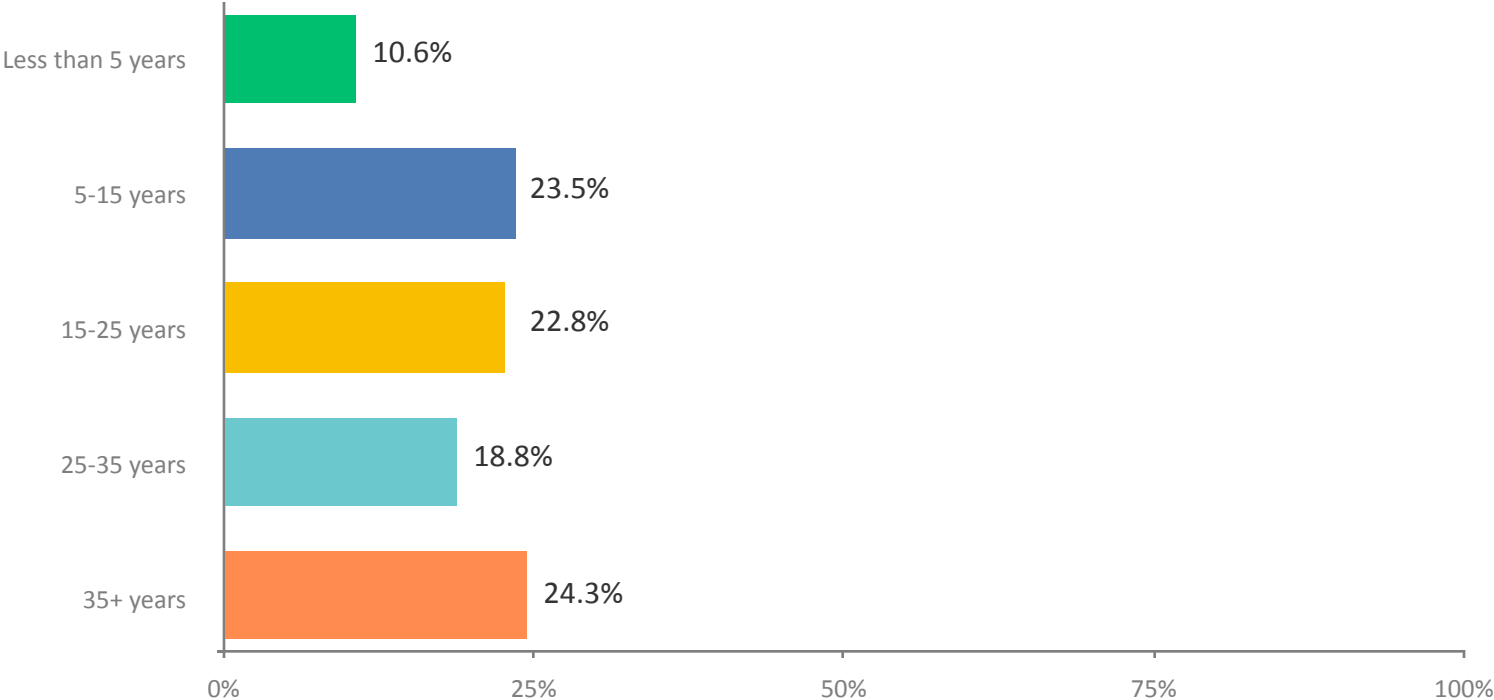
- Some taxpayer associations limit membership to homeowners
- Just 3 respondents are full-time renters (2) and business owners (1)



# There was a good mix of long-time and more recent home ownership

Answered: 1340 ; 3

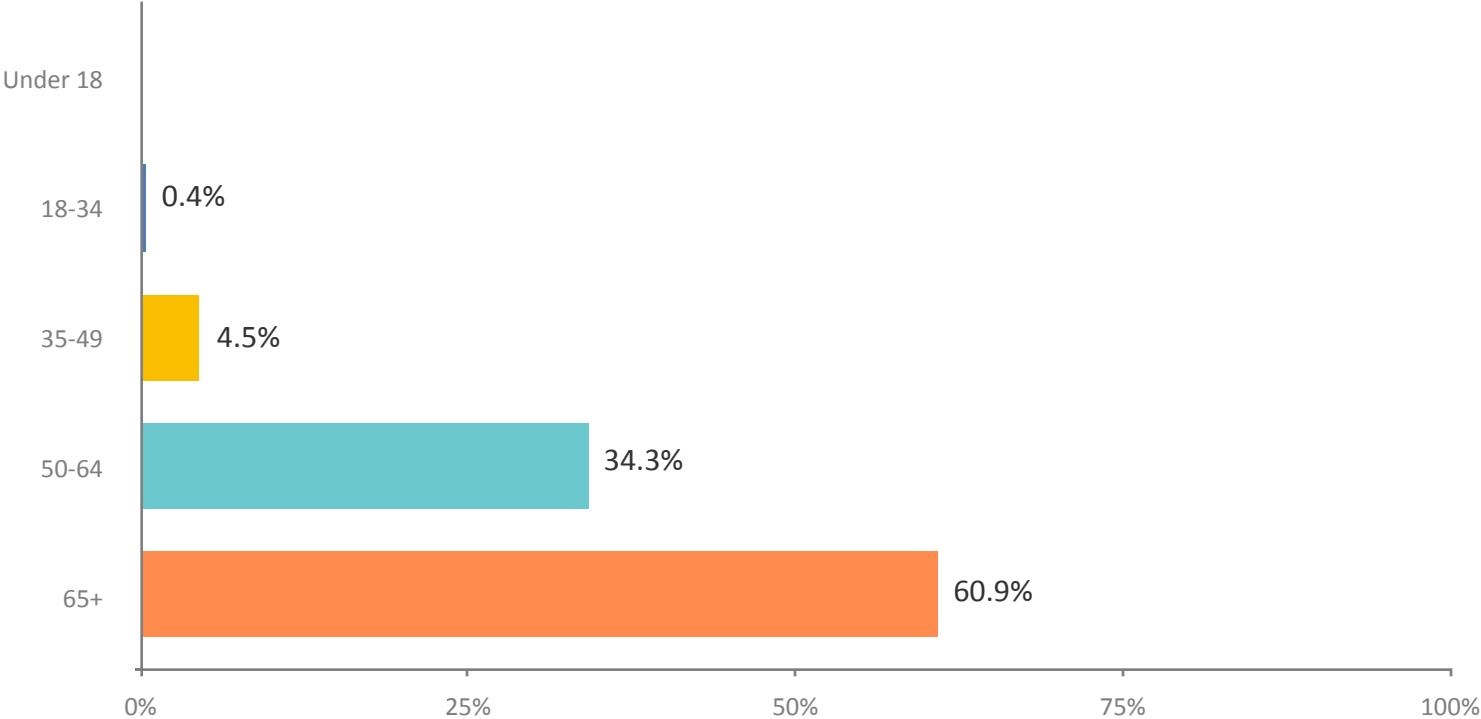
Q3: How many years have you owned a home on LBI?



# 60% of respondents are over 65+ years old, rising to 95% above age of 50

Answered: 1343

Q7: Which of the following represents your age group? (choose one)

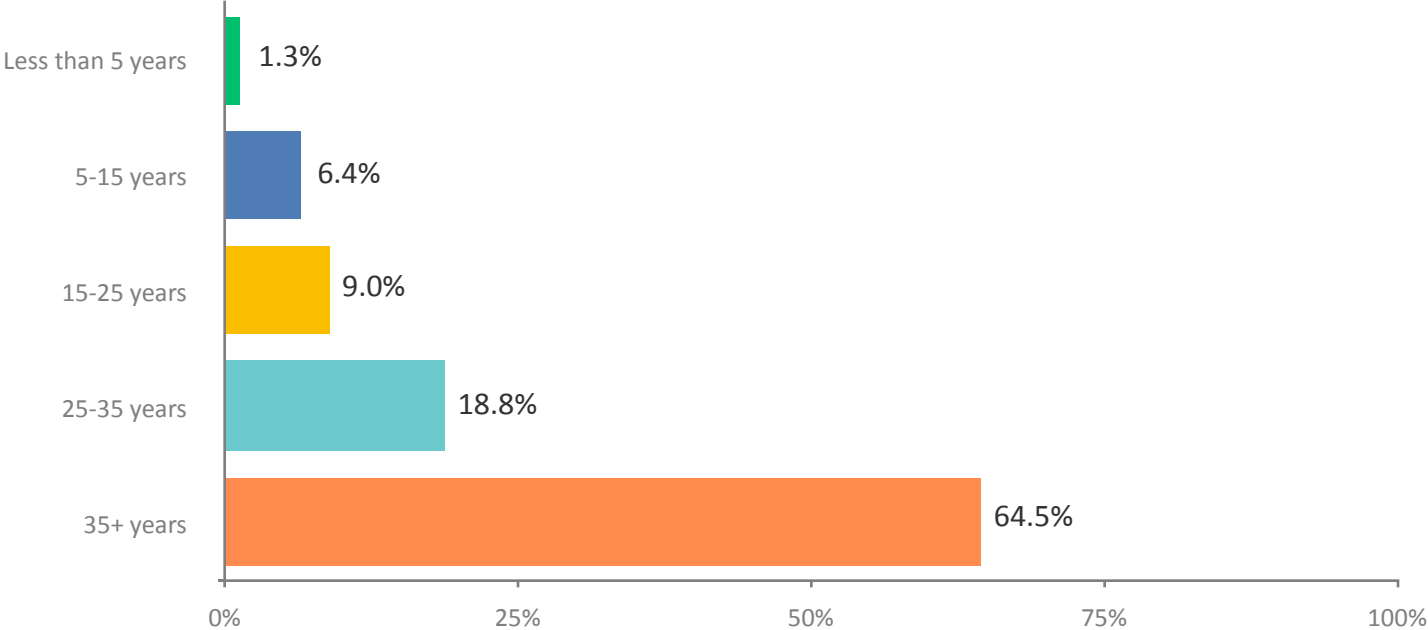


# 83% of respondents have been coming to LBI for 25+ years

Answered: 1343

Q8: How many years have you been coming to LBI?

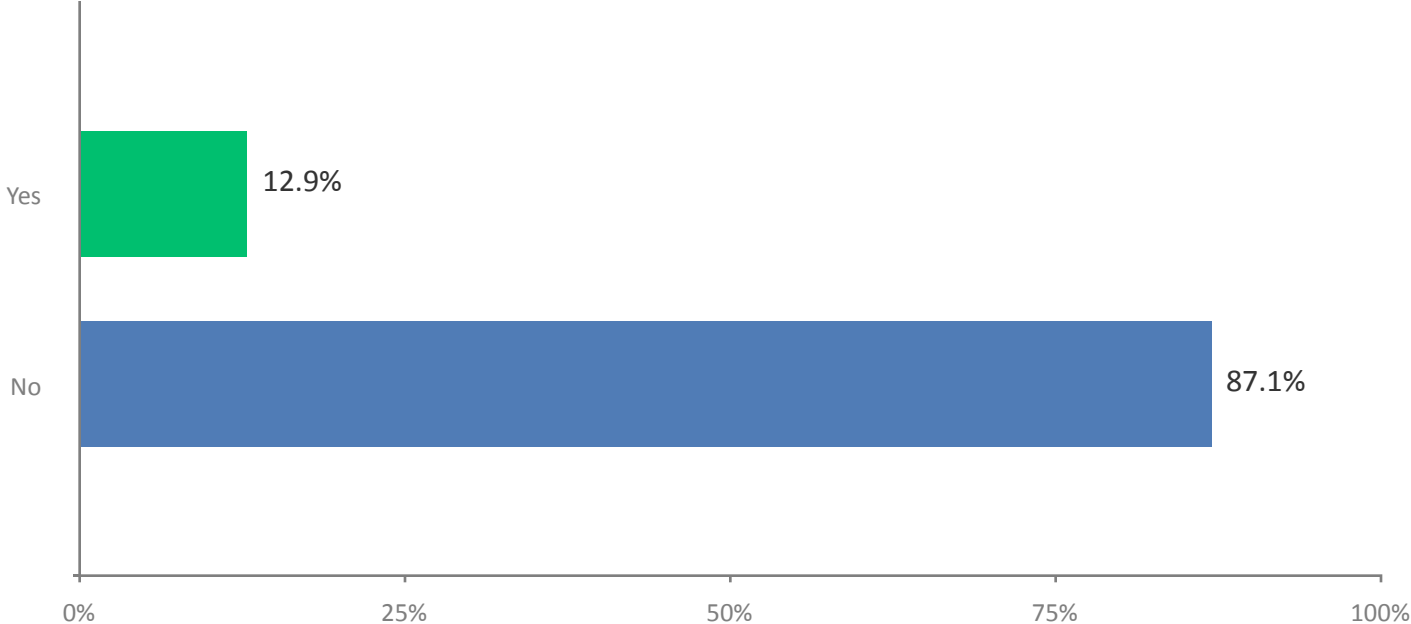
- As might be expected with an older population, most have been coming to LBI for many years



# Most respondents do not rent out their homes to short-term tenants

Answered: 1340 ; 3

Q4: As a homeowner on LBI, do you rent your home to short-term tenants during the year?



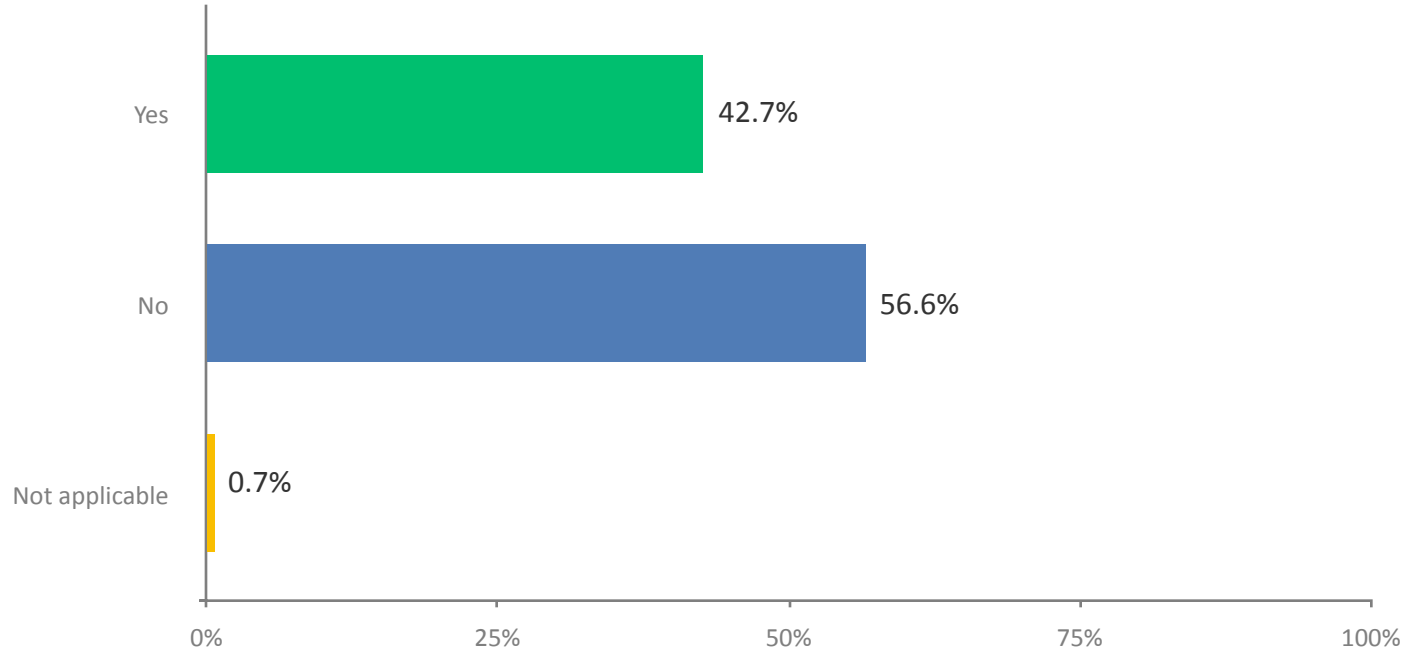


# An unexpected number of homeowners say they have a view of the ocean

Answered: 1342 ; 1

Q5: Do you have a view of the ocean from the LBI home you stay in?

- This may be due to rooftop decks and new construction just off the ocean



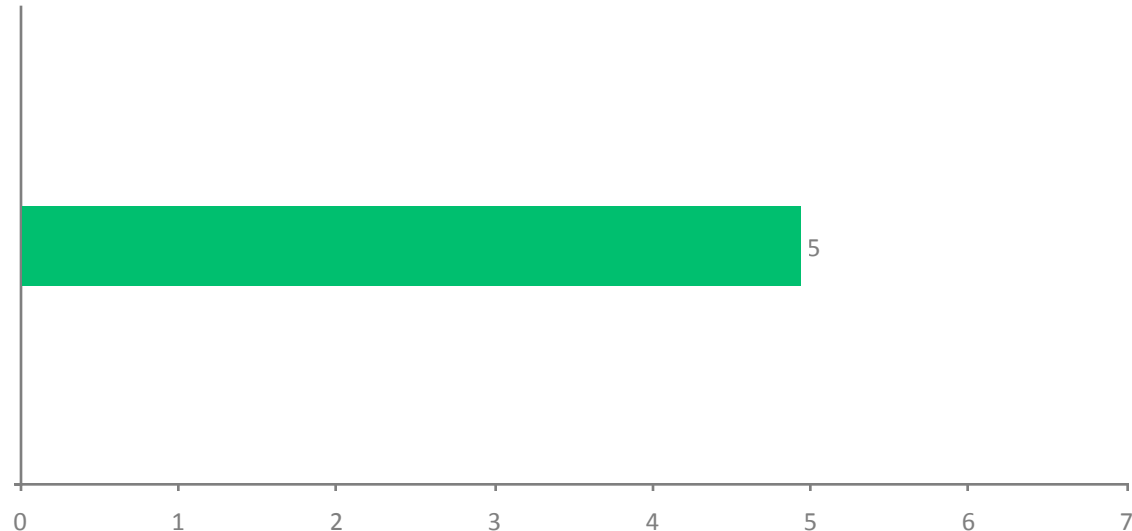
# **How Well-Informed are Members and What are Their Sources of Information**

# Significantly more people rated their overall knowledge about the planned LBI wind farm as above average (>4, on a 1-7 scale)

Answered: 1343

Q11: What is your overall knowledge level about the planned wind farm directly east off LBI? Rating scale of 1-7 where 1 equals "Haven't heard anything about it" and 7 equals "Have attended many online or public meetings and read a great deal of information"

- Average rating for entire sample was approximately 5
- 75% rated their knowledge at 5 or more
- 6% rated their knowledge at 3 or less
- Of note, 52% of those who rate their knowledge at 5 or more have not attended any public hearing or presentation

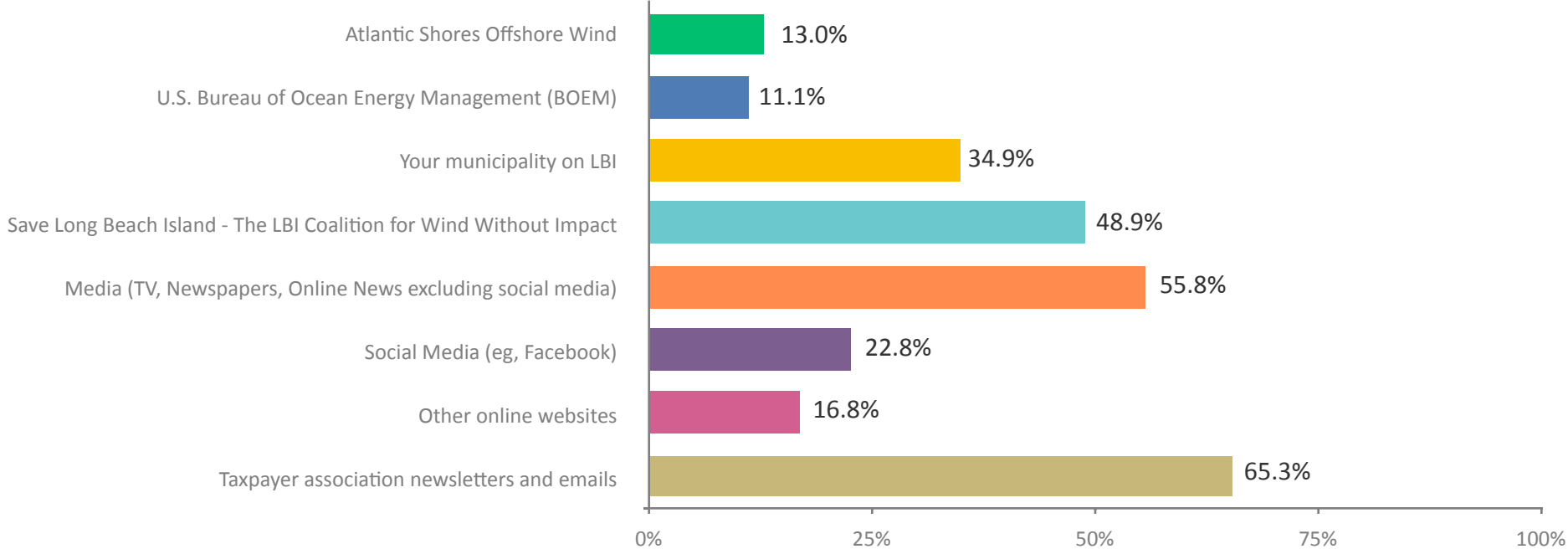


# Top wind information sources include Taxpayers Associations, Traditional Media and Save LBI

Answered: 1343

- Somewhat surprising that Atlantic Shores and the US Government, as “owners of the project” are not considered as top sources of detailed information

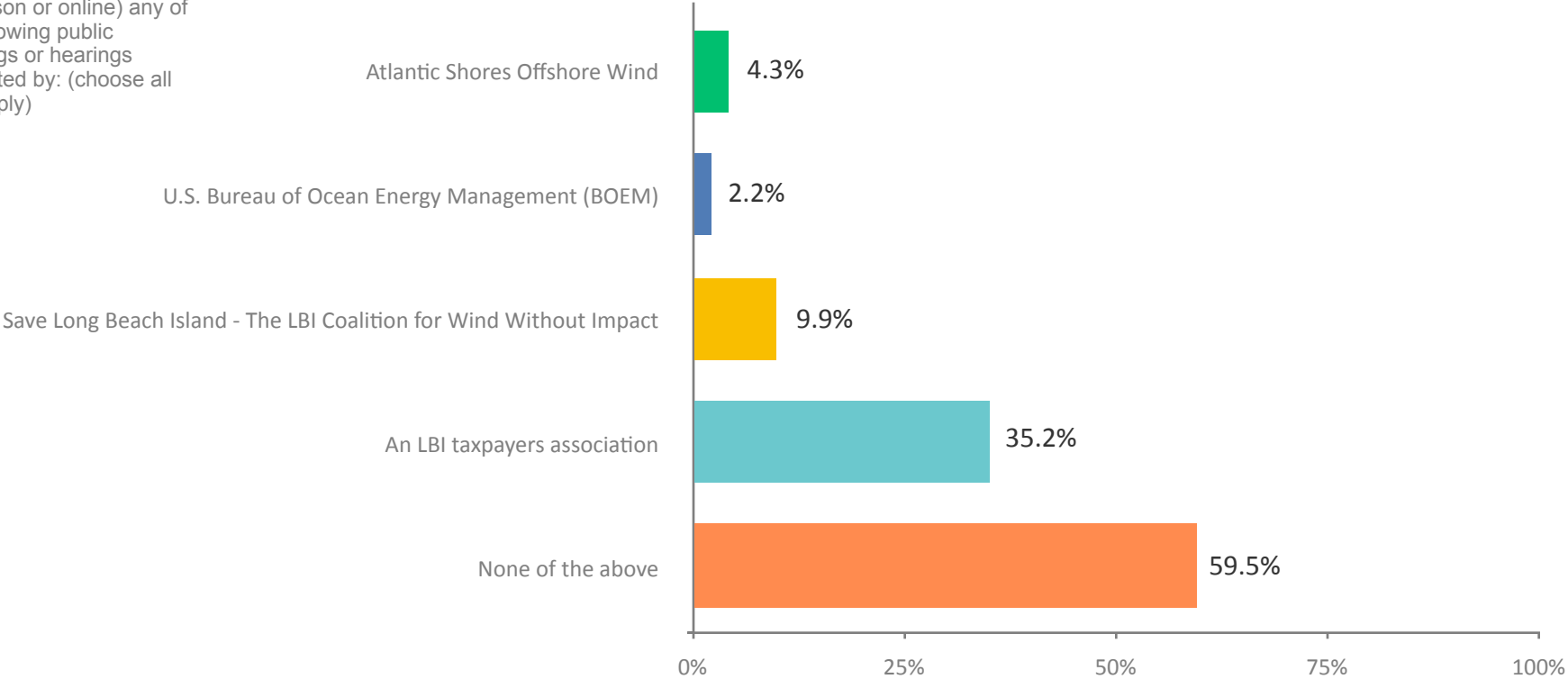
Q12: Where do you get the most detailed information about the proposed wind farm (choose all that apply)



# Nearly 60% have not attended any presentations but 35% have attended a taxpayers association presentation about wind

Answered: 1343

Q14: Have you attended (in person or online) any of the following public meetings or hearings presented by: (choose all that apply)

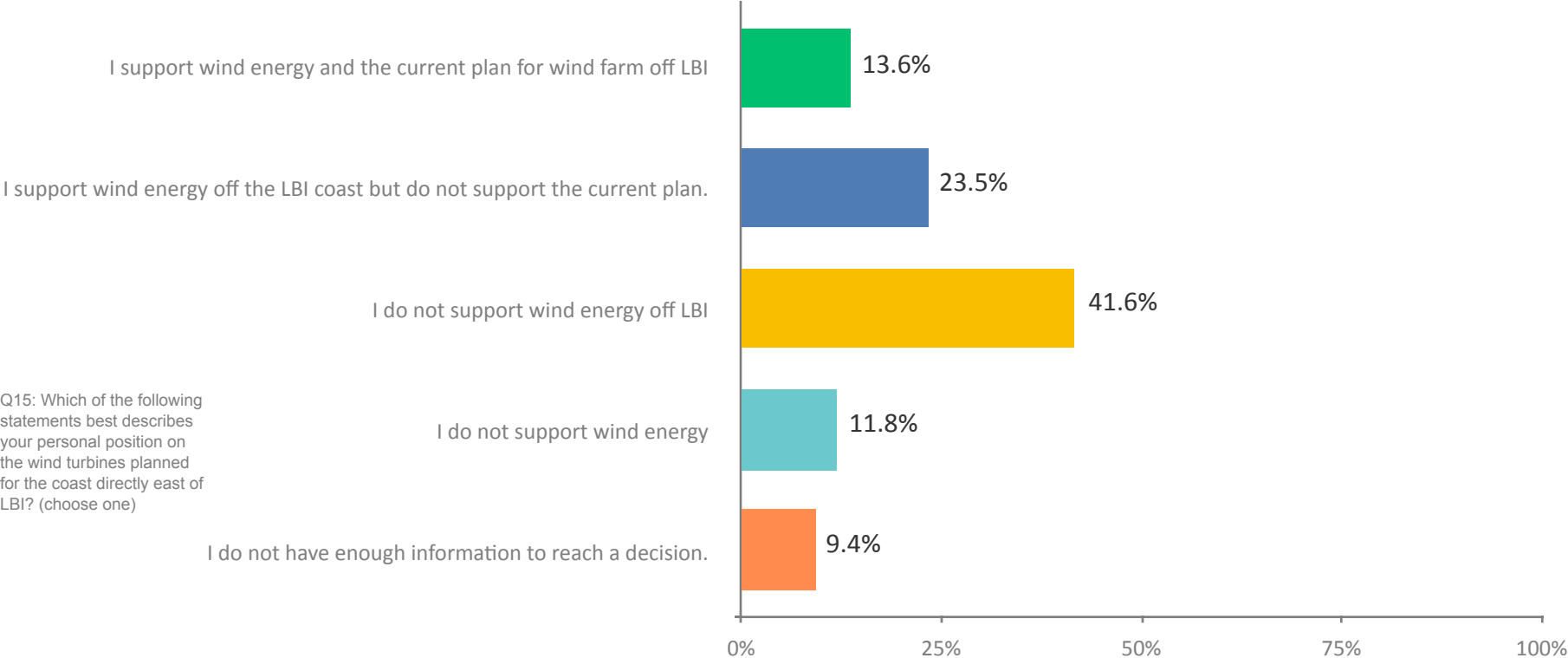


# Respondent Attitudes Towards Wind Energy Off LBI

# 53% do not support wind energy off LBI or anywhere else, while 37% claim support for wind but not necessarily for the current plan

Answered: 1343

- 77% do not support the current plan for wind off LBI, although this includes those who support wind off LBI in general



Q15: Which of the following statements best describes your personal position on the wind turbines planned for the coast directly east of LBI? (choose one)

# Negative impacts of wind off LBI outweighed positive impacts across all measures

Answered: 1343

Q16: Please rate the impact of the proposed wind farm off LBI based on the list below, where 1 = "Negative Impact" and 7 = "Positive Impact" (rate all statements)

## Highest-rated negative impacts (top 2 box: Rated "1" or "2")

- Wildlife (75.1%)
- Daytime visibility of turbines (74.4%)
- Commercial Fishing (71.5%)
- Construction of Wind Farm (71.5%)

## Highest-rated positive impacts (top 2 box: Rated "6" or "7")

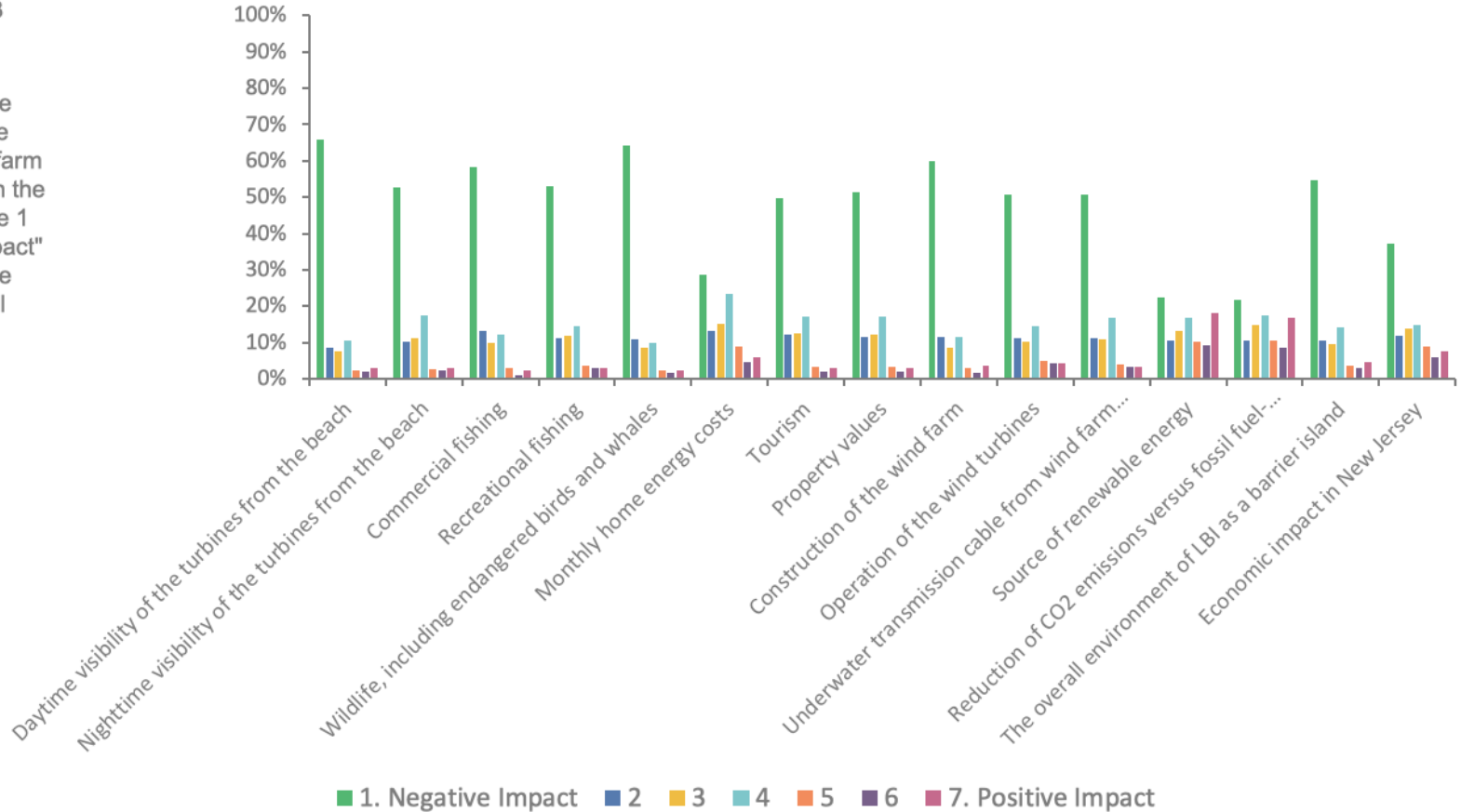
- Source of renewable energy (27.2%)
- Reduction of CO<sup>2</sup> emissions (25.2%)
- Economic impact in NJ (13.5%)



# Negative impacts of wind off LBI outweighed positive impacts across all measures

Answered: 1343

Q16: Please rate the impact of the proposed wind farm off LBI based on the list below, where 1 = "Negative Impact" and 7 = "Positive Impact" (rate all statements):



# Q16: Please rate the impact of the proposed wind farm off LBI based on the list below, where 1 = "Negative Impact" and 7 = "Positive Impact" (rate all statements):

Answered: 1343

	1. NEGATIVE IMPACT	2	3	4	5	6	7. POSITIVE IMPACT	TOTAL	WEIGHTED AVERAGE
Daytime visibility of the turbines from the beach	65.75% 883	8.71% 117	7.74% 104	10.65% 143	2.31% 31	1.86% 25	2.98% 40	1343	1.93
Nighttime visibility of the turbines from the beach	52.79% 709	10.35% 139	11.32% 152	17.57% 236	2.61% 35	2.38% 32	2.98% 40	1343	2.26
Commercial fishing	58.23% 782	13.33% 179	9.75% 131	12.21% 164	2.98% 40	1.12% 15	2.38% 32	1343	2.01
Recreational fishing	53.02% 712	11.09% 149	11.99% 161	14.59% 196	3.50% 47	2.83% 38	2.98% 40	1343	2.25
Wildlife, including endangered birds and whales	64.11% 861	11.02% 148	8.56% 115	9.90% 133	2.16% 29	1.79% 24	2.46% 33	1343	1.90
Monthly home energy costs	28.82% 387	13.18% 177	15.12% 203	23.31% 313	8.79% 118	4.77% 64	6.03% 81	1343	3.08
Tourism	49.81% 669	12.14% 163	12.58% 169	17.20% 231	3.28% 44	1.86% 25	3.13% 42	1343	2.30
Property values	51.23% 688	11.54% 155	12.14% 163	17.05% 229	3.28% 44	1.94% 26	2.83% 38	1343	2.27
Construction of the wind farm	60.01% 806	11.54% 155	8.56% 115	11.47% 154	3.13% 42	1.64% 22	3.65% 49	1343	2.06
Operation of the wind turbines	50.56% 679	11.24% 151	10.28% 138	14.59% 196	4.84% 65	4.24% 57	4.24% 57	1343	2.42
Underwater transmission cable from wind farm to Atlantic and Monmouth counties	50.63% 680	11.24% 151	10.87% 146	16.68% 224	4.02% 54	3.20% 43	3.35% 45	1343	2.35
Source of renewable energy	22.26% 299	10.42% 140	13.25% 178	16.68% 224	10.20% 137	9.08% 122	18.09% 243	1343	3.82
Reduction of CO2 emissions versus fossil fuel-based sources	21.74% 292	10.42% 140	14.74% 198	17.42% 234	10.50% 141	8.49% 114	16.68% 224	1343	3.77
The overall environment of LBI as a barrier island	54.73% 735	10.50% 141	9.68% 130	14.22% 191	3.50% 47	2.90% 39	4.47% 60	1343	2.28
Economic impact in New Jersey	37.08% 498	11.76% 158	13.78% 185	14.82% 199	9.01% 121	6.03% 81	7.52% 101	1343	2.95

# Many respondents requested more information on a variety of topics

Answered: 794

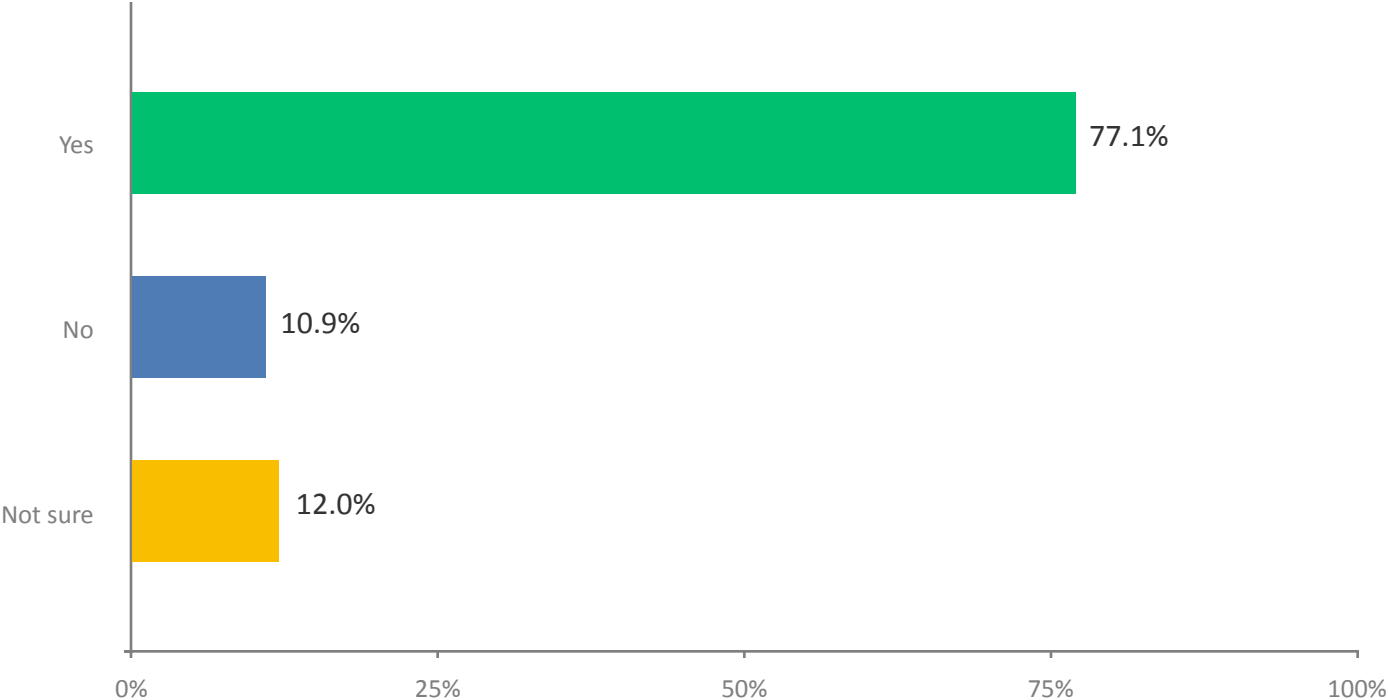
Q17: What additional information would you like to receive to answer any specific question you have have about the proposed wind farm off LBI?

- Topics were varied but generally included desiring a better understanding of the project's impacts while also wanting to know why it couldn't be located further out
- The large number of requests for information suggests that while people have formed positive or negative opinions about wind, they are still open to receiving more information

# More than 3 of 4 respondents believe extreme weather is a threat to LBI

Answered: 1343

Q18: Do you believe extreme weather conditions represent a significant threat to LBI as a barrier island? Y/N

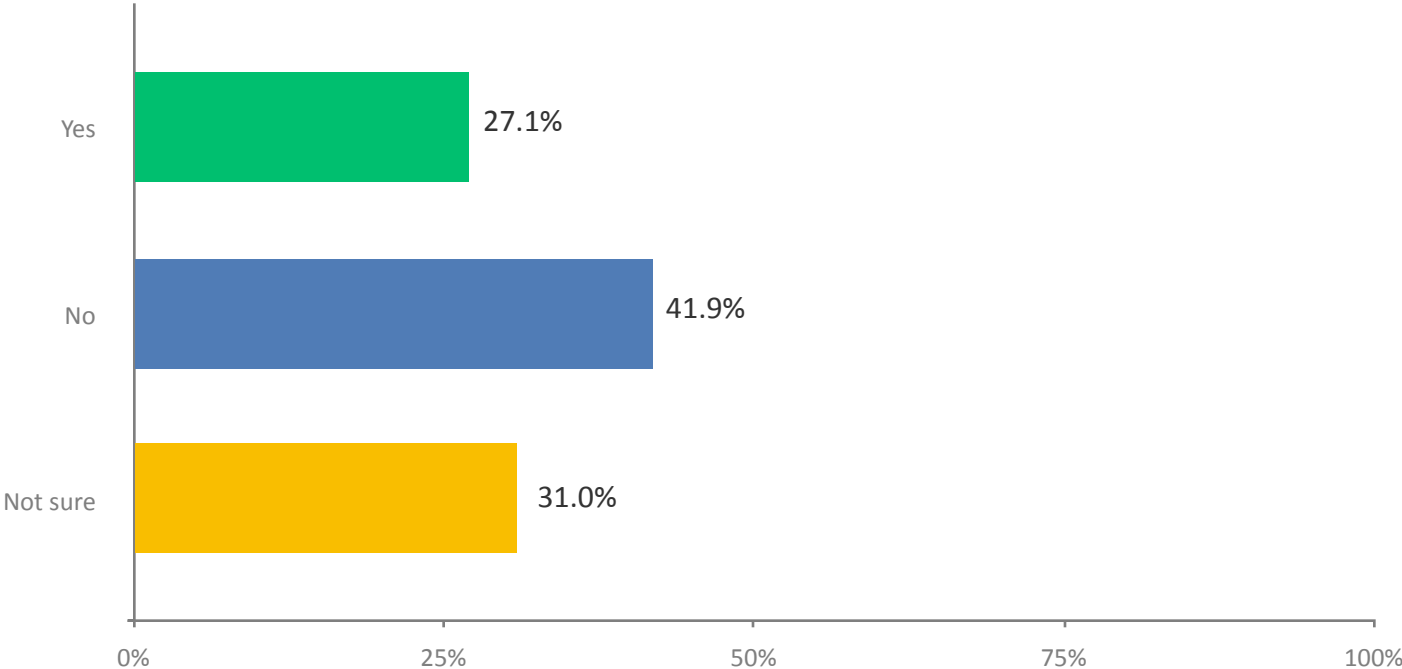


# But there is significantly less certainty that wind could be part of a solution to extreme weather

Answered: 1198 ; 145

Q19: Do you generally believe wind energy can be one part of a multi-part solution to extreme weather conditions and its effect on LBI? Y/N

*Please note: This question was only asked of those who answered “Yes” or “Not Sure” to the previous question because those who answered “No” had already rejected extreme weather being a threat to LBI*



Thank you again for viewing this presentation.

Please submit any questions about the survey  
to your local LBI taxpayers or property owners associations